

Ep #162: Should You Keep Up with Marketing Trends?

Full Episode Transcript



With Your Host

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Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science and you can do it too. Listen on to find out how.

Hey guys. I wanted to do a short episode to share my thoughts on the latest marketing trends because I hear stuff all the time about, oh, the latest thing is this, you have to be on this platform, you have to try this, you have to do Instagram reels, you have to do this.

And it can get overwhelming if you think that you have to be on all the things, checking out all the new things, and being on top of everything all the time, on top of everything else you're doing for your business to serve and market, et cetera.

So I have distinct opinions on all the latest marketing trends and it is this; all of it can help, none of it is necessary, and nothing works without your joyful consistency. And nothing - and I mean nothing - works better than what feels good to you.

I'm going to expand upon that a little bit. I think that I've been lucky because since the beginning, I've had coaching teachers and I've hired coaches who are just not very much on social media at all. They weren't very loud with their marketing, they weren't doing all the latest things.

They were very much like, they've been doing what they've been doing for a long time, they had excellence and expertise, and they were just so plainly devoted to their craft and obviously so in love with what they do that they've built up a great reputation organically.

And somebody would say you have to check out this person's work, you have to learn from them, they're amazing, and then I would find them somehow. So to me, I never equated coaching success with being super optimizing social media.

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That was never an equation that I had from the beginning because like I said, I had so many teachers and colleagues that I looked up to and mentors for whom it was not about all of the - what we conventionally think of as all the marketing stuff.

For them, it was about really being devoted to the work and serving the crap out of their clients and building a really good reputation. I mean, I don't think they were like, "I'm going to build a really good reputation." I think it just came as a byproduct of their devotion to the work.

And a great reputation couldn't help but to form just because they were so excellent and so many people benefitted from what they did and it was very organic, very word of mouth.

So whenever somebody asks me, "Hey, do I have to do this thing on social media? Do I have to do that technique? Do I have to use this hashtag? Do I have to build a list? Do I have to do webinars?" I'm always like, you literally don't even need to be online at all. All of it is just completely optional.

I think some people get the mistaken idea that I'm all about social media. I kind of am, but I'm espousing the message that you can't market without social media and you have to do social media, you have to be very on social media, and that is just not true.

The only reason that I love social media is because it's fun for me. I know lots of people for whom it isn't fun. And they don't have to do social media at all. There are so many coaches who are not on social media and incredibly successful.

So if you ask me, do I have to do this latest social media marketing trend, my answer is of course not. But here's how I look at it though. I'm very minimalist in how I approach marketing. So my philosophy for my own business has always been I just do what I like and I completely ignore the rest.

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So at some point I decided I'm going to build an email list, and ever since I committed to that, I really, really committed to it and I've been writing to the same email list for close to five years and I haven't missed a single freaking week.

I've been writing weekly, come rain or shine, not because you have to, but that was just a commitment I made with myself. It was just a commitment that I made with my business.

And for a while, I was super duper on Facebook and I poured it all into an amazing Facebook group that I cultivated. And nowadays I'm on Instagram a lot. I'm talking about in over the course of multiple years, for a chunk of time I was really focused on my email list, for a chunk of time I was really on Facebook, and now I think I'm on Instagram a lot, but who knows what will happen tomorrow?

I don't tend to jump from thing to thing really fast. I kind of like to hang out in a place for a long time. And so because I know - and I'm very bad at technology things. So anything that's like, you have to go learn how to do this fancy new shit, I'm like, no, I'm out.

So I really believe in that focused, slow, intentional building, going deep with one thing and not jumping around. At the same time, whenever I hear about new things, because I'm not coming at it from a place of I have to do this and if I don't, that's where everybody is going so I'm going to fall behind, there's no way I'm going to be able to reach people, I'm going to miss out, I'm going to be left out, I don't have this anxiety.

So what I'm able to do is just be curious about whatever is the new thing. So there was a while ago, I'm not sure people are saying this anymore, there was a while ago when everybody was like, oh my gosh, you have to be on Clubhouse.

And if you have no idea what I'm talking about, you do not need to worry about it. But at least in my corner of the internet, people were like, you have

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to be on Clubhouse, everybody is going to Clubhouse, everybody is going to Clubhouse.

And I was like, let's be curious about it, what's happening there? And when a colleague recently suggested to me, hey, you have to do reels on Instagram, reels are the way to go, I wasn't like, oh, I have to do reels, okay great, let me go try to figure out reels because I have to.

I was like, oh, that's a new thing, let me go check it out, let me be curious. But I'm able to be in a neutral curious, oh, let me learn what there is about it kind of place, as opposed to, oh my God, do I have to do that? Is that the way to go? Is everybody else doing that? Is that the way to go?

Because I understand my basic minimalist philosophy on marketing is that anything, social media, whatever, is just different ways humans have come up with for communicating with each other. Facebook is a way humans communicate with each other. Email is a way humans communicate with each other. YouTube is a way humans communicate with each other, TikTok.

You see what I mean? If there's a new platform, there's no magic inherently in the new platform. It's just another place humans are gathering to communicate with each other, and humans will always be humans. And what motivates humans to think differently and act differently and to build relationships with one another will always be the same. There will always be the common denominator of human psychology and human behavior and human relationships and how all those things work.

There's a new marketing craze, a new marketing technique, there's no magic inherently in a technique or a particular trend. Again, it's always just going to be another way humans communicate with each other. And again, humans will always be humans.

What motivates us to act, what motivates us to build relationships, et cetera, et cetera, always going to be the same. So I really always want to

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encourage you to think of marketing in a way where it strips down to bare essentials.

It's you communicating with other humans, you getting to know them, allowing them to get to know you, and inviting them into new possibilities, telling them about your work. Just human relationships.

There's only so many ways I can say it. I'm doing it with you right now. When I record these podcasts, I'm not thinking, okay, I have to record this podcast and expand my reach because this is a thing you have to do. I'm thinking about you on the other side of the wherever, what are you on the other side of? Of the screen, of the sound, whatever.

I imagine that you're somebody, I imagine you're like so many people I already know. You're a coach, you are looking to improve your marketing, you're looking for insights, inspiration. I imagine you driving in your car and listening, or going on your walk and listening, or doing the dishes and listening. The same way that I do.

And then I think about, okay, I want to talk to this person, I want to get to know you. And I want you to get to know me. And I invite you to get to know my thoughts. And I invite you to take action differently so that you can have more of the results that you want and that's my aim for every podcast episode.

Like okay, here's my opportunity to talk to human beings. And here's my opportunity to tell them about my thoughts, here's an opportunity for me to invite them to think about things in a different way, take action in a different way, so that they can have more of what they want in their lives.

And when I think about it that way, it's so simple. If for some reason - I love doing this podcast, I love this podcast so much, and if for some reason podcasts evaporated tomorrow and there was no podcasts anymore, I would take these exact same thoughts and go write emails or text messaged or whatever.

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So I invite you to get to this way of thinking about marketing, which is very pared down to the minimum. It's always just a question of how I communicate with other human beings. There's no magic inherently to any new trend, any new platform, any new technique.

And how you show up is always going to be the magical factor. And from that place, you don't have to be like, oh, fuck these new trends, I don't care about them. You don't have to be anti-trends. But I invite you to also get curious like me.

Oh, let me learn about that, see what's happening there, how interesting is it that there's yet another way, how exciting that there are new developments all the time in how humans communicate with each other. Or you don't have to be curious. If you're like, I don't want to be curious, I'm very happy with what I'm doing, or I want to keep my life simple, then don't be curious.

There's lots of things that I refuse to be curious about just because I only have so much bandwidth in my brain. So even the best tools, the best platforms, the best trends, when you use it from a place of FOMO and pressure, it's going to turn clients away. It's not going to be useful to you.

You can turn the best tool into a weapon when you're using it from a place of should. It's not going to feel good for you and trust me, it's not going to feel good from the perspective of clients who are receiving your marketing on the other side.

Even the most basic tools, even the most basic use of any platform could create miracles for you, depending on which version of yourself you're bringing, how much commitment, how much authenticity, how much trust, how much high-quality relationship building you are bringing to the table.

So it's never the trend. It's always you. I want to reiterate my philosophy on this because I kind of want it to stick to your brain. I think it might be a little bit too long for it to stick really fast, but I'm going to try.

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All of it can help. None of it is necessary. And nothing works without joyful consistency. It just doesn't. You can't just go in and try something for a week and say, well, that didn't work, and say, well, none of this shit works, nothing ever works for me.

You got to bring your joyful consistency. Nothing works without your joyful consistency. So ask yourself, what can I be joyfully consistent about? Actually, I recently started doing Instagram reels because I - as per usual, I jumped on the trend bandwagon really late because again, I don't care when everybody else hops on the bandwagon. Because I never think that I need it.

But then I saw some people, some of my colleagues do it and I was like, that actually looks fun, I want to try that out. And so I tried it and it actually was kind of fun. I was like, I'm enjoying this. It was the same thing when I started doing Instagram stories.

And for a long time I was confused about what stories was and I was like, what is that all about? I don't understand it, how does this work? And then a friend of mine told me about how she actually enjoys stories more than Instagram posts and how they're really fun for her. And I was like, oh, maybe it could be fun for me.

So to me, pursuing a new thing in marketing always comes from, huh, maybe it could be fun for me. And then I try it out and then I decide either I want to keep playing with it, or I want to let it go, and just be, oh, I tried that and whatever, that was great, and leave it at that.

But if you want sustained results with something, you can't go at it like you're auditioning this new trend. You have to ask yourself, can I be joyfully consistent with it? And then only commit to it if you think you can be.

Ask yourself, can I have fun with this? What if the only way you were going to allow yourself to do it is if it can be fun, and you weren't going to do it at all if it's not fun? That is my philosophy for so many things, and I recommend it to you as well because it works really well for me.

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I'm going to repeat again at the risk of being a little obnoxious. When it comes to new marketing trends, all of it can help. None of it is necessary. And nothing works without your joyful consistency.

And here's the most important final part. Nothing, nothing works better than what feels good to you. If you're satisfied and you're having fun when you're doing all the things, do that. If you love doing one thing and going deep into that one thing, if you're like, my thing is in-person networking, my thing is I do the shit out of email, my thing is I hang out on Facebook, my thing is Instagram stories, whatever, or my thing is a combination of these two things, whatever feels good to you is going to be whatever works best.

And on any given platform, with any given mode of communication between human beings, there's always more than enough humans in your vicinity to make your business works.

Alright my friends, all of it can help, none of it is necessary. Bring your joyful consistency to it and follow what feels good to you and that's my permission slip for you to ignore all new social media marketing trends if you want to, and to be open to it with curiosity without scarcity, fear, FOMO, and follow what feels fun.

Alright, that's a little redundant. I'll talk to you next week. Bye.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you'd better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So get on that. Link in the show notes, and I'll see you in your inbox next time.